

**Canadians Cite Hurricane Sandy (20%) and U.S. Election (18%)
as Top International Stories of 2012**
*London Olympic Games (14%), Syrian Civil War (11%), and the
NHL Lockout (10%) Round out Top Five*

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Ipsos Reid

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Top International Stories of 2012**
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Toronto, ON – Canadians believe the top two international news stories of the year occurred in the United States, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television. The data, collected prior to the Sandy Hook school shooting in Newton, Connecticut, reveal that Hurricane Sandy (20%) has been chosen as the top international story of 2012, with the U.S. Election (18%) a close second from among a list of 14 possibilities as assembled by Postmedia News. Rounding out the top five international news stories of the year are the Summer Olympic Games in London (14%), the Civil War in Syria (11%), and the NHL lockout (10%). The following table outlines in full the top international stories of 2012 as chosen by Canadians:

<u>International Story</u>	%
Hurricane Sandy	20%
U.S. Election	18%
Summer Olympic Games in London	14%
Civil War in Syria	11%
NHL lockout	10%
Queen Elizabeth's Diamond Jubilee	6%

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Shooting at Colorado movie theatre showing The Dark Knight Rises	6%
Royal pregnancy of Kate Middleton	4%
Conflict in Gaza	4%
American cyclist Lance Armstrong's downfall	4%
Attack on U.S. consulate in Libya	1%
Pussy Riot	1%
U.S. General David Petraeus's downfall	1%
Election victory of Putin in Russia	<1%

- Men (14%) are nearly twice as likely as women (8%) to say that the top story was the Civil War in Syria.
- Canadian seniors (11%), aged 55+, are nearly three times as likely to say the top international story for the year was the Queen's Diamond Jubilee compared to younger Canadians (4%), aged 18-34, and middle-aged Canadians (4%), aged 35-54.
- Only residents of Saskatchewan and Manitoba are more likely to believe that the top international story in 2012 was the U.S. Election (23%), not Hurricane Sandy (20%).

After the Sandy Hook school shooting on December 14th, Ipsos re-fielded the survey to see how this tragic event impacted the list of top international stories, understanding that it would be fresh in the minds of respondents when completing the survey. The new version of the survey resulted in the following ranking of top international news stories as chosen by Canadians:

<u>International Story</u>	%
Shooting of children and teachers at Sandy Hook school in Connecticut	36%
Hurricane Sandy	14%
U.S. Election	13%
Civil War in Syria	10%
Summer Olympic Games in London	9%
NHL lockout	4%
Conflict in Gaza	4%
Shooting at Colorado movie theatre showing The Dark Knight Rises	3%
Queen Elizabeth's Diamond Jubilee	2%
Royal pregnancy of Kate Middleton	2%
Pussy Riot	1%
American cyclist Lance Armstrong's downfall	1%
Attack on U.S. consulate in Libya	1%
Election victory of Putin in Russia	<1%
U.S. General David Petraeus's downfall	<1%



These are some of the findings of an Ipsos Reid poll conducted between December 7th to 12th, 2012, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,021 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 3.5 percentage points of the entire Canadian adult population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The re-fielding of the data took place from December 18 to 21 among 1,003 Canadians.

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